

Dear Station Representative:

Twenty five years ago college radio was but a gleam in the eyes of a very few far seeing people. Today hundreds of radio stations, in colleges and universities across the country, attest to the fact that college radio is growing at a rapid pace and that its worth is at last being realized and appreciated.

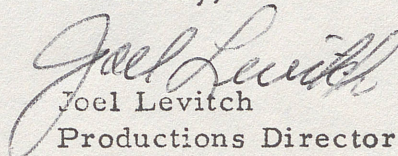
Proof of this fact has come to us from an unexpected and impressive quarter - network radio! Twenty five years ago even the far seeing would never have dreamed that college radio could contribute significantly to network programming but today it is about to become a reality. Representatives from NBC and ABC were approached - timidly - about the possibility of a regular program, featuring various aspects of college life, produced entirely by college radio. Much to our surprise and delight they expressed interest! They were skeptical, however, that college people could produce professional material. That was back in November. Since then we have submitted sample programs to both networks, and they have accepted them as professional quality. Now the rest is up to you.

Each program would consist of interviews, done by you, with prominent student leaders or professors, interesting personalities, etc. (particularly if they have, for some reason, become newsworthy) about any and all phases of college life. Of course, the major criteria for acceptance would be quality and interest.

The program would begin early next fall, but a considerable backlog of programs will have to be built up before then. Therefore, we ask this of you: send us one or two interviews of about six or seven minutes apiece. If accepted, an interview will bring about \$20.00, which we will forward to you. If the interview is not acceptable, we will send it back to you at our expense.

I know that you will give us your wholehearted cooperation in this enterprise. The future of college radio is a bright one; now let us show our finest colors.

Sincerely,



Joel Levitch
Productions Director
Yale Broadcasting Company

